

ABSTRACT

Public Relations strategy is important in planning information that will be published to the company's audience. This research study discusses the implementation of bank DKI's public relations strategy in managing social media Instagram @bank.dki. The purpose of this research is to find out how the public relations strategy is implemented by Bank DKI in managing social media Instagram @bank.dki. This research used a qualitative approach with the case study method, the collection of research data results was obtained through interviews and observation. This research uses four steps of public relations strategy according to the Cutlip Center and Broom in effective public relations (2013: 263), namely Defining problems, taking actions, Communication, and Evaluation. The results of the study stated that bank DKI carried out public relations strategy activities that referred to the Cutlip Center and Broom theories, in defining problems bank DKI conducted a phenomenon analysis on some of the information conveyed by the corporate communication team, planning through discussion of content planning and discussion, then communicating by creating information relevant to the DKI bank's audience, and evaluation as a measure of the success of the strategy. Of all the public relations strategies undertaken, bank DKI has succeeded in winning the 2023 best public relations award given by Warta Ekonomi.

Keywords: bank DKI's public relations strategy; Instagram; social media